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system, based on the numeric values, and displaying the galaxy layout on a display device to distinguish trends and patterns in customer behavior

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11. (Twice Amended) A computer readable memory operable to display information about a multitude of different customers comprising:

a first set of instructions to receive, for each customer, a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator; a second set of instructions to generate, for each customer, ~~for each customer,~~ a symbol;

a third set of instructions to decay the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

a fourth set of instruction to increase the numeric value associated with the recency indicator over time according to recent activity by each customer and

a third-fifth set of instructions to arrange the symbols spatially in a galaxy layout

according to a polar coordinate system, based on the numeric values; and

a sixth set of instruction to display the galaxy layout on a display device to distinguish trends and patterns in customer behavior.

12. (Amended) The apparatus of claim 11 including a ~~fourth-sixth~~ set of instructions to generate the numeric values based on an Internet communication activity of the customer.

14. (Amended) The apparatus of claim 12 including a ~~fifth-seventh~~ set of instructions to convert initial data based on the communication activity to a limited data set of the

15. (Amended) The apparatus of claim 14 including a ~~sixth-eighth~~ set of instructions to receive additional data based on further communication activity, and to modify the numeric values based on the additional data.